

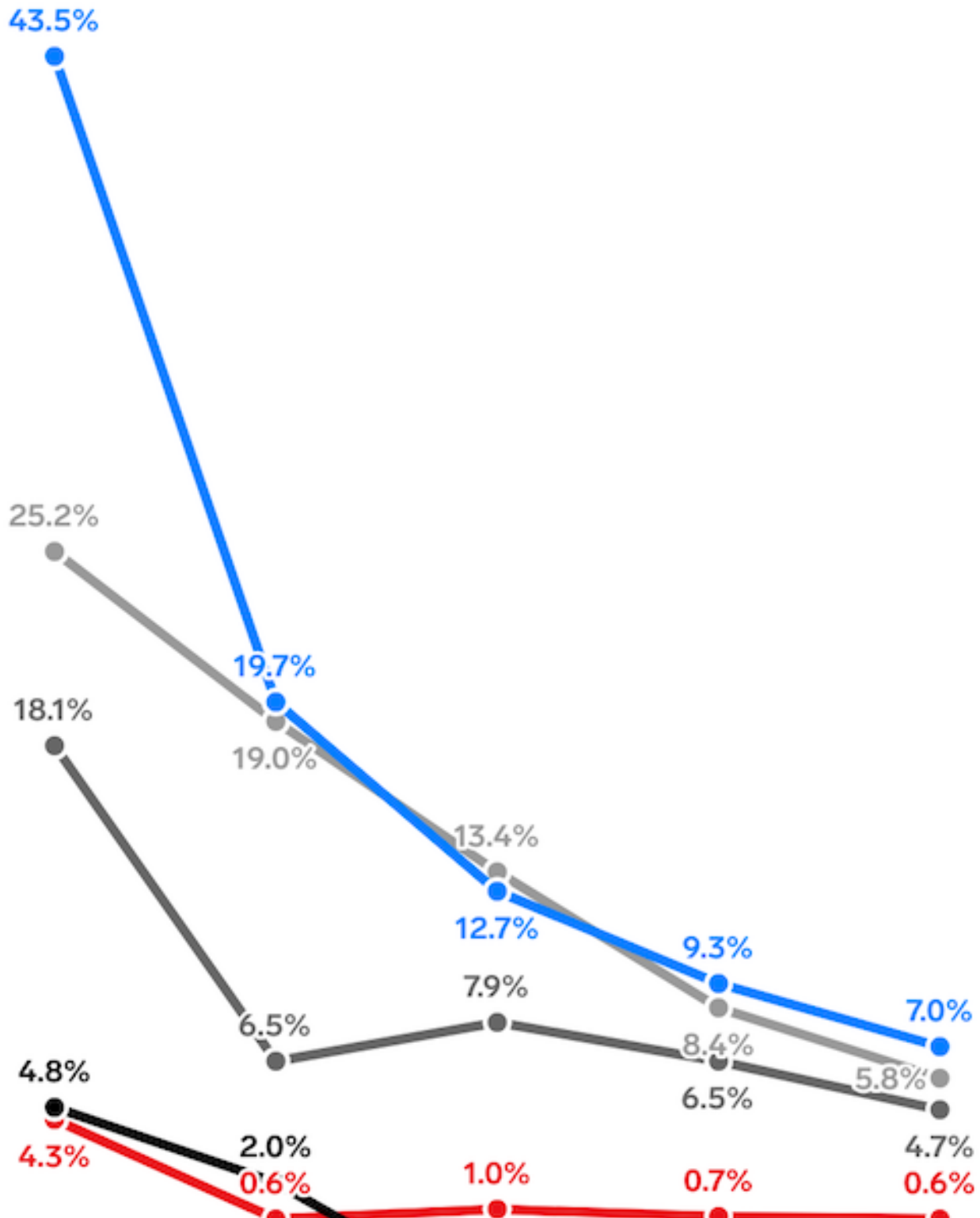
Snapchat will overtake TikTok as the fastest- growing social platform by users in 2023

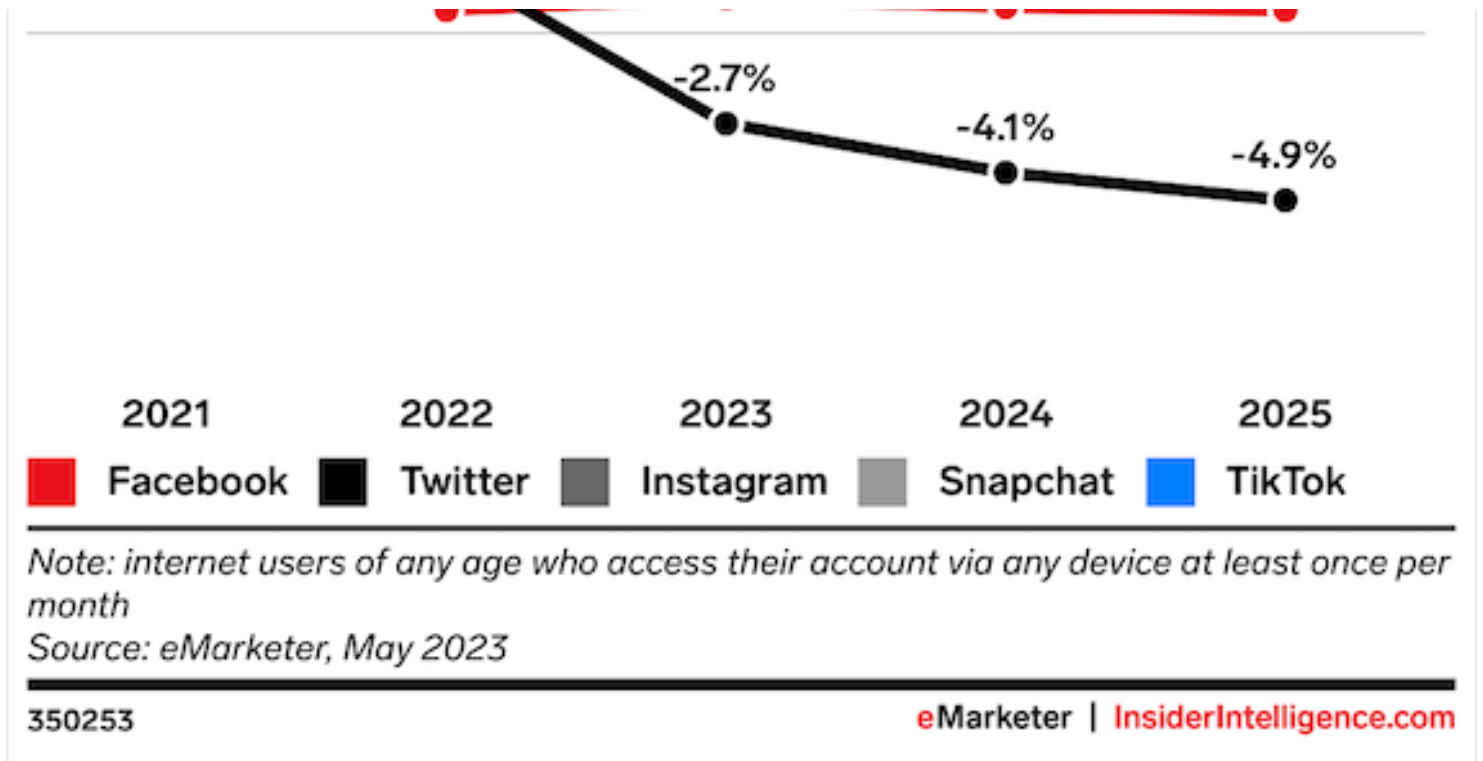
Article

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Social Network User Growth Worldwide, by Platform, 2021-2025

% change





Key stat: With 13.4% YoY user growth in 2023, Snapchat will briefly overtake TikTok (12.7%) as the fastest-growing social media platform worldwide, according to our forecast. TikTok will regain the title come 2024.

Beyond the chart:

- Almost half (48.3%) of the world and 81.7% of all internet users are already on social media, according to our forecast. Growth has slowed significantly and is highest in the Middle East, Africa, and Asia-Pacific.
- Snapchat is growing in India, with an expected 183.6 million users this year, largely as a result of the country's TikTok ban.
- This year, over a fifth (21.7%) of the world's population will be users of TikTok or its Chinese counterpart, Douyin. However, a potential ban could hurt future US growth.

Use this chart:

- Effectively distribute budgets for social media ad campaigns.
- Evaluate ad strategy in the event of a US TikTok ban.

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